Madame Alexander

Presents
The World's
Most
Beautiful Dolls
for 1987

Welcome To Our 1987 Collection

"Oh! It's my favorite; it's a Madame Alexander doll." Those words have been echoed for over sixty years by children, collectors, museums and fans all around the world. Just what is it that makes these miniature works of art so readily identifiable? The answer is quality and caring - two commodities that are becoming more rare with each passing year. Our dolls are not impersonally stamped out on assembly lines but rather the end result of hundreds of hands working year round to produce over one hundred and forty different styles; all proudly made in the United States of America.

Production begins not when needle meets thread but long before with months of design research as well as the selection of the finest materials. "Sugar and spice and everything nice" might be what little girls are made of but Madame Alexander has added even more to fashion her children; ruffles, feathers, jewelry and fans - ribbons, rhinestones and true artisans.

From head to toe our loving attention to detail is evidenced in so many special ways — the delicate hand-painted faces have a soft china-like finish and the fullest of lashes accent their eyes while each rooted hair-do is an individually coiffed wig set and styled precisely as in a beauty parlor. Bonnets, tiaras and flower bedecked hats come next to compliment outfits whose seams and hems are painstakingly trimmed as only in the finest of designer salons. We add bouquets and purses, the most beautiful of braids and embroideries and, for elegance, sequins and pearls. Beneath the layers of lace-edged petticoats are color co-ordinated undergarments and "that Alexander touch" right down to the silk rosebuds on each set of knitted booties. This is why each of our dolls requires two to three weeks for its completion and supply can never satisfy demand.

No other manufacturer, either in the United States or overseas, spends the effort, the time and the expense to take such immense pride in their product as the people at Madame Alexander Doll Company.

Our dolls are very special and so are the people who collect them!

#2290 Madame Alexander

Dolls from Storyland 8"

Left to Right, Top to Bottom: #424 Queen of Hearts #423 Little Maid #420 Betty Blue #421 Curly Locks #455 Jack #456 Jill

Left to Right, Top to Bottom: #451 Mary Mary #433 Lucy Locket #435 Bride #485 Red Riding Hood #452 Miss Muffet #484 BoPeep

Dolls from Storyland 8"

Left to Right, Top to Bottom:
#430 Ballerina #431 Betsy Ross #427 Mother Goose #426 Scarlett #429 Daffy Down Dilly #440 Red Boy #428 Little Nanny Etticoat

Left to Right, Top to Bottom: #408 Meg #405 Amy #409 Marme #406 Beth #407 Jo #410 Laurie

Left to Right, Top to Bottom: #527 Latvia #526 Albania #528 Algeria #525 Laos #524 Anatolia

Left to Right, Top to Bottom: #530 Brazil #565 Greece #531 Philippines #533 Austria Boy #532 Austria Girl #529 Crete

International Dolls® 8"

Left to Right, Top to Bottom: #536 Czechoslovakia #534 Canada #537 Portugal #538 Rumania #539 Sweden #535 Germany

Left to Right, Top to Bottom: #544 Dominican Republic #540 Switzerland #545 Estonia #541 Spain #542 Jamaica #543 Egypt

International Dolls® 8"

Left to Right, Top to Bottom: #552 France #551 Ireland #549 India #550 Mexico #548 Russia #546 Denmark

Left to Right, Top to Bottom: #556 Peru #555 Panama #559 United States #558 Great Britain #557 Bulgaria #553 Italy

International Dolls® 8"

Left to Right, Top to Bottom: #561 Finland #567 Thailand #570 Japan #562 Belgium #568 Israel #572 China

Left to Right, Top to Bottom: #579 Indonesia #580 Poland #584 Norway #577 Netherland Boy #591 Netherland Girl #596 Scotland

Beautiful Baby Dolls

Left to Right, Top to Bottom:

#3746 Victoria® 14"

#5775 Victoria® 20"

#3780 Victoria Christening®

#3942 Puddin® 14"

#6942 Puddin® 21"

Madame Alexander Dolls

Descriptions for 1987

Madame Alexander

An enchanting self-portrait doll attired in a magnificent evening gown just like the one that Madame Alexander herself wears; here we see all the beauty and grace that have characterized her to so many. Madame Alexander has always had the desire to be of inspiration to those around her and, most especially, to young people and her words seem so appropriate at this time. "Dolls should look like children and children should look like dolls!" 21"

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International Dolls

This group serves as a basis for many collections and, of course, becomes a wonderful "bridge of learning" in respect to foreign culture. Although they are small in size, these dolls have still been the focal point for much research to authenticate colors and styles as well as the numerous details evident in each and every hat or headdress. Being such an extensive group requires great emphasis on individuality and not repetition and so this year, as with each year, we refresh the designs themselves or add either new regions or countries to truly encompass internationality. 8"

(pages 4-11)

Dolls From Storyland

From the pages of childhood's most beloved books we see the marvelous characters that have captured the imagination of so many children. In their gayly colored outfits, each individually accessorized, they become easily recognizable and bring storytime to life. 8"

(pages 12-15)

Beautiful Baby Dolls

Newly born infants to toddlers are represented and all are so real to look at and to feel. When you pick up our babies you will see the soft peaches and cream complexions and gentle hand-painting for the heads to allow the slightest suggestion of hair; most noted of all is not an overall roundness to the head but a "real-life" conformity of shape which, seen from the side and back, is an exact replica of a very young child's. We offer dolls of varying sizes to accommodate each and every youngster and use the finest of cloth and vinyl to produce their feather-light bodies which allow them to be so huggable. Not only small children enjoy this group but many an expectant mother has been happily surprised with a gift of one of our dolls dressed in it's exquisite christening robe.

In differing combinations, charming full dresses and pinafores along with booties or satin-tied shoes bring to life the accompanying stage of childhood. Big "go to sleep" eyes, rosy cheeks and just the slightest pucker given to the lips make these dolls really come alive. Our little darlings never go through the "terrible twos!" 14-21"

(pages 16-17)

Dolls From the Classics

Books and movies, fairytales and real-life heroines from various backgrounds and periods of history are portrayed in detail. So many choices to catch the eye — long voluminous gowns with flowing capes as well as shortened versions with the prettiest of pinafore-covered dresses, all in a wide range of colors. 14″

(pages 18-21)

Little Women

Inspired by Louisa May Alcott's classic story of the same title, each year these literary characters capture the hearts of a new generation. A variety of printed and colored cottons are finely sewn into the full-skirted day dresses of Victorian times for Marme and her four daughters. Laurie, our gentleman protagonist, is quite dapper in a double-breasted outfit complete with bow-tie and cap. 12″.

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Portrait Children

Akin to our famous 'Fine Art Series' but diminutive in size, once again Madame Alexander's interpretations of the classics in painting, literature and the stage become a reality that a child can hold. Although the gentlemen are dressed in finely tailored velvets with rich braided trim, the ladies' outfits have an attractive lightness given to them by the sheer or silk-like fabrics with delicate touches of seed pearls and satin. 12″.

(page 23)

Portrettes

Dressed in the style of the Victorian and Edwardian eras, these little ladies bring back the romance of the past for it was during these periods that it was the very height of fashion to be named after the most popular flowers. Many years ago the 'Portrettes' were one of our most sought after dolls, and once again, they have come to life; the face with its delicate beauty and the costumes with the rich materials; laces, veiled hats and elaborate hair-dos create the most elegant of fashion images. 10″.

(pages 24-25)

Fine Art Series

Madame Alexander has always had a great appreciation for art and its enrichment of life so music, dance, literature and painting have always been prevalent in our various doll series. This particular selection focuses on some of the most well-known artists and we have faithfully adapted our dolls from their classic representations. These lovely young girls step out from the canvases and into the present time with lavish use of lace, satin, taffeta, velvet and floral enrichment. Our careful attention to detail has included a selection of some of the hand-held ornamental properties that appear in the actual paintings and their titles. 14″.

(pages 26-27)

Elise

Our members of the wedding party walk down the aisle in diaphanous gowns of the most exquisite styling; once again the extensive use of luxurious lace, tulle, sequins and pearls are combined to accent both elegance and femininity. Never forgetting the the smallest of details, Madame Alexander has, of course, given her bride that most traditional of gifts — a lovely blue garter.

Beauty and grace are exhibited in the lavish costuming of our prima ballerina from the tips of her satin toe shoes to the luster of her intricately coiffed chignon she dances away in clouds of tulle and rosebuds. 17".

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First Ladies

To commemorate the two hundreth birthday of our country Madame Alexander introduced this historic series which depicts, in each set of six, these talented women who added so much to our heritage. Proudly presented, this fourth collection is a fashion retrospective of past inaugural ballgowns sumptuously re-created in satins and brocades. Much attention has been given to the faithful representation of these costumes, the originals of which are part of the Smithsonian Institution's collection. It is indeed fitting to note that numerous Madame Alexander dolls are likewise included amongst the property of this prestigious museum. 14".

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Portrait Dolls

As elegant as the finest portrait taken from the masters are these fabulously gowned and be-jeweled dolls. Each magnificent ensemble is so very special; the rich floral material of Marie Antoinette's dress, her multi-strand necklace and fanciest of coiffeurs; Toulouse-Lautrec's mademoiselle in satin of the most superb quality edged with tasseled silk braid and complete with a puffy maribou boa; the sunshine and freshness of a summer's day is evident as our green-eyed Scarlett shows off her crisp white gown with its rows of matching lace; Sarah Bernhardt making a dramatic entrance in velvet with an up-swept hair-do topped with a most sophisticated veiled hat. As with all our dolls, these ladies are made of fully-jointed plastic and vinyl which allows them to sit and stand gracefully. 21".

(pages 30-31)

Left to Right, Top to Bottom:

#5240 Pussy Cat® 20″

#3240 Pussy Cat® 14″

#3244 Pussy Cat® 14″

#3620 Sweet Baby® 14″

#4810 Little Huggums®

#5244 Pussy Cat® 20″

Dolls from the Classics 14"

Left to Right,
Top to Bottom:

#1589 Bride

#1587 Emily Dickinson

#1588 Pollyanna

Left to Right, Top to Bottom: #1586 Rebecca #1550 Fairy Godmother #1546 Cinderella Ball Gown #1540 Poor Cinderella

Left to Right, Top to Bottom: #1598 Florence Nightingale #1581 Heidi #1552 Alice #1591 Scarlett

Left to Right, Top to Bottom:

#1596 Sleeping Beauty

#1597 Gigi

#1526 McGuffey Ana

#1556 Snow White

Little Women 12"

Left to Right, Top to Bottom: #1221 Beth #1222 Jo #1224 Marme #1226 Laurie #1223 Meg #1220 Amy

Left to Right, Top to Bottom: #1386 Melanie, #1370 Juliet, #1360 Romeo, #1350 Pinkie, #1345 Blue Boy

Left to Right, Top to Bottom:

#1115 Rosette

#1110 Daisy

#1113 Jasmin

Left to Right,
Top to Bottom:

#1114 Lily

#1112 Iris

#1116 Violetta

Fine Art Series 14"

Left to Right, Top to Bottom: #1566 Mary Cassatt #1567 Ingres #1568 Bellows' Anne with Parasol #1575 Degas

Left to Right, Top to Bottom: #1571 Manet #1578 Renoir Girl #1577 Renoir Girl with Watering Can #1574 Renoir Girl with Hoop

Left to Right,
Top to Bottom:

#1695 Bride

#1665 Bridesmaid

#1653 Ballerina

Left to Right, Top to Bottom:

#1424	#1425	#1423	#1422	#1421	#1420
Caroline Harrison (1889 - 1892)	Mary McKee (1892 - 1893)	Frances Cleveland (1885 - 1889)	Mary McElroy (1881 - 1885)	Lucretia Garfield (1881 - 1881)	Lucy Hayes (1877 - 1881)

Left to Right: #2247 Scarlett #2250 Toulouse Lautrec

Left to Right: #2248 Marie Antoinette #2249 Sarah Bernhardt

My Dear Friends,

A child's doll is precious. It is a friend who shares her joys, sorrows and secrets. She can help a girl to understand that something beautiful is a joy forever.

Sincerely,

Madame Alexander

ALEXANDER DOLL COMPANY, INC.
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Offices & Factory • 615 W. 131st St. • N.Y., N.Y. 10027

Alexander Doll Co. reserves the right to make substitutions of fabric and/or color.
All Alexander Dolls and Doll Clothing made in U.S.A.